

POLICIES

Updated on:
17th July 2025

DATA PROTECTION & GDPR



Data Protection & GDPR Policy

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(1) Overview

1. Our policies are set out in line with up to date government guidelines and legislation which are followed in strict protocol by our teams, officers, contractors and service users at all times.
2. Our Data Protection Policy sets out our commitment to keeping people's personal data safe, and to ensure that we remain compliant with regulations that pertain to rights surrounding data

(2) General

Vitality Entertainment Group is fully committed to ensuring that we protect people's personal data whereby we are in control of it, and submit that we will, in line with GDPR, adhere to and comply with people's rights surrounding data access and/erasure

(3) Data protection

Data protection applies to any and all personal data held or processed by the company, or its productions or subsidiaries.

Vitality Entertainment Group defines data as being any form listed by the **General Data Protection Regulations (GDPR)**. Further details on 'What is data' can be found at the

Information Commissioners Office (ICO) website.

(4) Legal Disclaimer

Vitality Entertainment Limited may need to collect, and store data for a variety of purposes. These may include:

- To keep records of staff, including their application form or bank details
- Details of customers (patrons) including their address, name, telephone number, and email address
- Details of casts, companies and crews, and sometimes may publish these details online or on promotional materials (such as theatrical programmes) pending theirs/their representatives permission
- Participants in any of our activities or operations

The Above is not an exhaustive list of times when we may hold or store data.

There are times when we may be required to pass personal data to third parties, such as for the purposes of processing tickets.

(5) Right to Access

As per GDPR, we will adhere to, and follow the guidelines of the GDPR or legislation surrounding the access to data.

Under GDPR, a data subject may request a copy of their data at any time and for any reason. This can be requested in any manner including post, email, telephone or social media Direct Messaging.

The data subject may also request that their data is permanently removed. This is also known as a **Right to Erasure**.

Once the request has been received, Vitality Entertainment Group must respond to it in full within one calendar month as of the original request.

This request cannot be rejected unless an exception as listed in the GDPR applies.

Vitality Entertainment Group reserves its right to request that the data subject present legally acceptable identification, and may take reasonable steps to ensure that we are protecting people's data by not sending it to an unauthorised party.

This policy:

This policy is to be reviewed and updated once every 12 months, unless:

- A relevant change to the law applies which requires us to update it earlier;

- A relevant error or concern has been raised in relation to the policy; or
- We change, add or remove a service/operation which may affect this policy

Any questions related to our policies may be put to us by email at info@vitality-entertainment.com

This policy must be adopted by the entirety of the company, it's staff, subsidiaries, projects, customers and service providers/partners, whilst involved in our activities.

